



CASE STUDY

TECHNOLOGY SOLUTIONS INFORM

London Bridge Station

Passenger information



“Whilst the number of passengers passing through London Bridge station over the past couple of years has reduced due to pandemic travel restrictions and more people working from home, the totems have more than fulfilled the role that we tasked L.B. Foster to deliver.

London Bridge Station in central London is served by Southern, Southeastern and Thameslink and connects with Southwark Underground station. It occupies a large area on three levels immediately south-east of London Bridge and is one of 20 UK stations operated by Network Rail.

The new London Bridge station was designed with more space and easier connections to other rail services and the Underground, to handle expected passenger growth into the future. The new spacious street-level concourse enables passengers to access all the platforms from one place. New entrances and exits provide better routes to and from the station.

The station has been badly impacted by the COVID 19 pandemic, with passenger numbers declining sharply from 63 million in 2019/20 to just under 14 million in 2020/21. Network Rail is committed to investment in class-leading passenger communications technology that takes up the challenge of ‘putting passengers first’, as detailed in Network Rail’s Delivery Plan for Control Period 6 (CP6). Providing passengers with fast and simple access to timely information about rail disruption is critical. It enables the travelling public to make informed decisions on the move.

L.B. Foster deployed nine Inform by L.B. Foster wireless, mobile totems at London Bridge Station. Each screen features L.B. Foster’s unique Inform Media software, which aggregates a range of rail information feeds in a user-friendly way. A wide range of additional functionality is also available as part of Inform Media’s suite of software solutions.

Requirement

Network Rail's 'Putting passengers first' initiative is focused on not just delivering large-scale infrastructure projects and railway improvements, but ensuring that the more than 4.8 million rail journeys that are made every day in the UK are made easier and more convenient for fare-paying passengers.

At London Bridge Station, a requirement was identified to provide passengers with easy access to a mix of digital information from a single landing page, including:

- > Live train arrivals/departures
- > Next direct train
- > Onward journey planning
- > Plan a bus journey
- > London Underground route maps
- > Local walking directions
- > Map of London Bridge Station and facilities/retailers
- > Customer feedback form.



The mobile information displays were positioned at key points in and around the station concourse, and alongside the station's Information Desk.

- > Deliver real-time disruption information in an easily accessible format
- > Deploy wherever access to information is required for customer ease of access
- > Feature wireless, rechargeable mobile displays
- > Comply with IP65.
- > Manufactured in accordance with Section 12 for use on rail infrastructure.



Our solution

Inform Media by L.B. Foster is a comprehensive end-to-end digital navigator software platform that brings together journey planning data feeds from a variety of sources to inform personal and business travel decision-making. Deployed at London Bridge Station, the integrated hardware and software solution combines the latest in high definition, touchscreen technology with a wide range of tailored data feeds.

Inform Media focuses on the total journey line. Journey Planning is based on a detailed analysis of actual passenger journeys, identifying critical touchpoints at which information is accessed. These include ticket booking, platform information for station arrival, where to go, security information and retail/food and drink opportunities.

Inform Media's rugged hardware has been extensively tested to meet today's stringent materials, security and safety standards. It is perfectly suited for use in indoor or outdoor

environments. As it is fully mobile, the unit can be moved to any location inside or outside a station where the delivery of important customer information is required.

The totem is designed and manufactured to Section 12 compliance for use on underground infrastructure, as well as IP65 for outdoor use. The totem hardware is also AICAS Explosion certified for use in public areas, particularly airport terminals. Current Inform Media applications include real-time live train information from Knowledge Base & Darwin feeds, disruption information and a unique and user-friendly journey planner. Additional applications include timetable information, station mapping and customer user surveys.



What they said

"The nine Inform mobile totems have played an essential part of providing passengers at London Bridge Station with critical travel information, as a time when there has been a need to reduce face-to-face interactions due to the risk of infection from COVID-19.

"The combination of a mobile, wireless, battery-powered digital display and powerful Inform Media software has delivered over and above our expectations. The pandemic has caused all sorts of communications challenges. Having L.B. Foster's Inform totems as part of our armoury has enabled us to deliver high quality communications to passengers as they pass through the station."